

WQED is now operated by a dedicated, capable management team which is recommending the sale of WQEX. I do not feel sufficiently informed to comment on this sale as regards the charter of an educational station, but I do believe that this proposal offers the only viable solution to the financial difficulties that were incurred under prior management. I believe it is vital to the future of public television in Pittsburgh and I solicit the support of the Commission in this matter.

Sincerely,

CC: Angela Campbell

From: <EShep101@aol.com>
To: <mpowell@fcc.gov>
Date: Thu, Feb 22, 2001 9:49 PM
Subject: WQED Pittsburgh

To: The Honorable Michael K. Powell
From: Ellen M. Sheppard
RE: Support for petition to convert WQEX from noncommercial to commercial

My husband and I have been members of WQED Pittsburgh since our return to Pittsburgh in 1989 to raise our family. I write today to urge you to support WQED Pittsburgh's petition seeking to switch WQEX from a noncommercial station to a commercial station. I support this step as one which will help ensure the strong financial future of public television in our city.

As long-time supporters, my husband and I are proud of the many and varied programs that WQED Pittsburgh offers its viewers. As an employee of a non-profit arts organization, I am all too familiar with the economic realities of running a donor-supported organization. Where the Pittsburgh community could once support two donor-supported stations, changing city demographics make this impractical today * especially when one considers the costs associated with the FCC-mandated conversion to digital television.

Your decision to switch WQEX from a noncommercial to a commercial station would enable WQED Pittsburgh to sell WQEX, and to pay off its current debt with the proceeds. Pittsburgh residents will additionally benefit additionally from the introduction of a new commercial television station headed by a Pittsburgh native.

I believe that the approval of WQED Pittsburgh's petition is in the best interest of the greater Pittsburgh community, and I urge you to support it.

Thank you for considering my concerns and my request.

Sincerely,
Ellen M. Sheppard
101 Mt. Blaine Drive
McMurray, PA 15317
724-941-5213
724-942-3230 (fax)
eshep101@aol.com

cc: Angela Campbell

February 5, 2001

Chairman Michael K. Powell
Federal Communications Commission
Room 8-B201
445 12th Street, SW
Washington, DC 20554

Dear Chairman Powell:

I am a resident of Pittsburgh and host of WQED's "AgeWise" program for people over fifty. I have been a broadcaster in Pittsburgh for many years, and have worked in both television and radio in this market. Last year, I chaired Allegheny County Executive Jim Roddey's transition team on senior citizens to recommend way in which county government could be more responsive to its older citizens.

I am writing to express my support for the petition recently filed by WQED PITTSBURGH requesting conversion of WQEX from a noncommercial to a commercial station. I believe the FCC should grant the petition because it will benefit the community of southwestern Pennsylvania.

I know firsthand the important role that WQED plays in the community. We serve every segment of the population, from young viewers to senior citizens. I am frequently out in the community and can attest to the fact that viewers value our service.

The sale of WQEX will enable the station to retire its large debt and invest in new programming and equipment. The resulting financial stability will ensure that WQED is able to meet the public television needs of the community for years to come.

I urge you to support the WQED PITTSBURGH petition. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eleanor Schano".

Eleanor Schano
872 Canterbury Place
Pittsburgh, PA 15232

Cc: Angela Campbell
Georgetown University Law Center
Institute for Public Representation
600 New Jersey Ave., NW, Suite 312
Washington, DC 20001-2075

February 13, 2000

Michael K. Powell
Chairman
Federal Communications Commission
Room 8-B201
445 12th Street, SW
Washington, D.C. 20544

Dear Mr. Powell:

As a longtime viewer and supporter of WQED Pittsburgh, I wish to express my support of its petition to convert WQEX from a non-commercial to a commercial station. Such a conversion would not only expand local broadcasting opportunities in the Pittsburgh area, but it would help preserve and strengthen one of the nation's true public broadcasting pioneers.

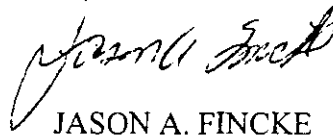
WQED Pittsburgh has an outstanding, well-deserved reputation for excellence in public broadcasting. For more than 40 years, it has produced and provided exceptional children's, educational and public affairs programming. For example, with perhaps the exception of *Sesame Street*, I can think of no other program that has had such a positive influence in children's lives as *Mr. Roger's Neighborhood*. And while other WQED programming may not have as far reaching national influence as *Mr. Roger's Neighborhood*, it is just as effective in establishing and meeting a professional broadcasting standard that contributes to a better quality of life in the Pittsburgh area.

We can not afford as a society to let public broadcasting stations such as WQED Pittsburgh become financially inept from producing quality television programming. There is too much competition already from foul-mouthed talk shows, staged sporting events and television shows that promote conniving, deceitful behavior in the interest of personal gain.

For these reasons and many others, it is in the public's best interest that WQED Pittsburgh remains financially sound and in a position to continue to produce and promote high quality programming for local and national audiences. The sale of WQEX will help WQED in this regard. The fact that the station is being sold to a Pittsburgh native who also possesses excellent broadcasting skills makes the sale that much more beneficial.

I urge you to please consider all of the ramifications should you choose to deny WQED's petition. Rather than preserving and promoting quality public broadcasting, you would be weakening it and undermining its ability to remain a strong and viable competitor to commercial television.

Sincerely,



JASON A. FINCKE

cc: Commissioner Susan Ness
Commissioner Harold Furchtgott-Roth
Commissioner Gloria Tristani
Angela J. Campbell, Pittsburgh Citizens for Independent Public Broadcasting

Received: from mailhost.WQED.Org
(bronte.wqed.org [205.146.121.33])
by doerr.wqed.private; Sat, 17 Feb 2001 15:53:44 -0500
Received: from smtp-out1.bellatlantic.net (smtp-out1.bellatlantic.net [199.45.40.143])
by mailhost.WQED.Org (8.9.1a/SATSYS) with ESMTP id PAA22381;
Sat, 17 Feb 2001 15:55:50 -0500 (EST)
From: rickvac@impop.bellatlantic.net
Received: from mailbox.bellatlantic.net (client-151-201-136-17.bellatlantic.net [151.201.136.17])
by smtp-out1.bellatlantic.net (8.9.1/8.9.1) with ESMTP id PAA15865;
Sat, 17 Feb 2001 15:56:02 -0500 (EST)
Message-ID: <3A8EE285.3A252B46@mailbox.bellatlantic.net>
Date: Sat, 17 Feb 2001 15:43:50 -0500
Reply-To: rickvac@bellatlantic.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD BA45d/S (Win95; I)
X-Accept-Language: en
MIME-Version: 1.0
To: mpowell@fcc.gov, sness@fcc.gov, hfurchtg@fcc.gov, gtristan@fcc.gov,
gmiles@wqed.org, rickvac@bellatlantic.net, ghaziman@wqed.org
Subject: weqd, pittsburgh
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Dear Chairman Powell, Commissioner Ness, Commissioner Furchtgott-Roth,
and Commissioner Tristani:

I contribute over \$1,000 annually to WQED through it's "Angel's
program", so your recent discussion about the sale of WQEX in the
Pittsburgh market gives me an opportunity to put my "mouth where my
money is"!

I believe in public broadcasting and the outstanding efforts done by
WQED in Pittsburgh. I am most impressed by the leadership that George
Miles has displayed during the many crisis faced in his tenure at the
helm of WQED. It is for these reasons that I would like you to know that
me and my family fully support the petition recently filed by WQED
requesting the conversion of WQEX from a non commercial to a commercial
station.

I urge you to grant this petition.

I am well aware that this sale is important to the on going work by WQED
and will put them in a strong financial role for future endeavors. The
financial strength of WQED will mean that the good work started over 40
years ago will continue and will help to grow and development our region
for years to come.

As an individual contributor and believer, I sincerely ask that you
grant the petition and in doing so, know that you, by your actions, will
have a tremendous positive impact in the areas of providing educational
and cultural programming in this market place.

Thank you for allowing me to offer my thoughts and advice.

Sincerely,

Rick Vaccarelli 123 kermiet Drive
Monaca, Pa. 15061
412-298-7425

Email: rickvac@bellatlantic.net

cc:

Angela Campbell

From: tracy morford <tmorford@helicon.net>
To: <mpowell@fcc.gov>, <sness@fcc.gov>, <hfurchtg@fcc.gov>, <gtristan@fcc.gov>, <campbeaj@law.georgetown.edu>, <ghaziman@wqed.org>
Date: 2/16/01 9:11AM
Subject: WQED and WQEX

Dear Commissioners,

Pittsburgh is a rare and wonderful small 'big city' that offers and gives so much to its citizens. One of the best institutions is WQED which has been so innovative over the history of its life. It has striven in recent years to bring fiscal responsibility to its operation but still has long-standing debt and severe financial distress. They have lost a lot of their corporate donor base in Pittsburgh.

In the next several years they will have to make a conversion to digital television, mandated by the FCC at an estimated cost of \$8.7 million and pay for badly needed repairs to its physical plant at an estimated cost of \$3 million.

They have a chance to sell WQEX (Channel 16) and make WQED (Channel 13) a stronger WQED but the FCC must grant the petition to dereserve WQEX's frequency so that it can be used commercially. They have a buyer who is an outstanding, former Pittsburgher with a proven track record in broadcasting [station manager at WWSW(AM) and WWSW-FM for eleven years; she owned the CBS television affiliate in Abilene, TX before selling it last year.] Her name is Diane Sutter and she is anxious to have the opportunity to own a television station in her hometown, and to program Channel 16 to serve this community.

WQED has pursued the dereservation of Channel 16 for nearly 5 years and any further delay will be a disservice to the interests of the Pittsburgh community. With the FCC's grant of WQED's petition and approval of the sale of Channel 16; one strong noncommercial station in Pittsburgh will replace its current pair of weak stations.

With the sale of Channel 16 they can pay their long standing debts; make the change to a digital system and cover the costs for badly needed repairs at the station.

To not do this for WQED and Pittsburgh, will only weaken the vibrancy and strength of this community. This is a win-win situation for you and I hope you will more than consider this request; I hope you will say yes to this petition giving a new, better life and brighter hope to our whole community.

The only station my husband and I watch is WQED and it is so phenomenally good with its local and national productions. I can't imagine you saying no--what a monumental mistake that would be. We're not New York City largeness or Los Angeles glitz. We represent what is best of the United States citizenry; a dynamic, energized city that needs this petition granted to move forward.

Sincerely,
Tracy (and Dick)

Morford

759 Harrison City Rd.

Greensburg, PA 15601

Samuel M. Bell
9 Windsor Road
Pittsburgh, PA
15215-1811

February 15, 2001

COPY

Chairman Michael K. Powell
Federal Communications Commission
Room 8-B201
445 12th Street, SW
Washington, DC 20554

Dear Chairman Powell;

I am writing to express my support for WQED-Pittsburgh's Dereservation Petition to the FCC for approval to convert one of its stations, WQEX, from non-commercial to commercial status so that WQEX can be sold to a commercial broadcaster.

As the public television outlet in our local area, WQED has long been recognized as a major community asset that contributes greatly to our quality of life. As the relationship between WQED and WQEX has evolved, the financial burden on WQED to maintain WQEX has seriously stifled WQED's ability to fulfill its ever-expanding public-service role. It's true that WQEX can be described as "being surplus" to WQED's needs.

Especially since WQED has a qualified prospective buyer for a commercially-designated WQEX, your Commission's favorable consideration of WQED's Dereservation Petition would allow WQED to sell WQEX and to use the proceeds to relieve WQED's financial problems.

Thank you for your time and consideration in this matter.

Sincerely yours,



Samuel M. Bell

cc FCC Commissioners: Ness; Furchtgott-Roth; Tristani
Pittsburgh Citizens for Independent Public Broadcasting

From: "McNeil, Judi" <JMcNeil@PortAuthority.org>
To: "mpowell@fcc.gov" <mpowell@fcc.gov>, "sness@fcc.gov" <sness@fcc.gov>, "hfurchtg@fcc.gov" <hfurchtg@fcc.gov>, "gtristan@fcc.gov" <gtristan@fcc.gov>
Date: 2/15/01 4:04PM
Subject: WQED Pittsburgh

Judi H. McNeil

714 Jefferson Drive
Pittsburgh, PA 15229
jmcneil@databurn.com

February 15, 2001

Dear Commissioners:

As a Pittsburgh resident who is interested in preserving a community rich in cultural choices and diversity, I am writing you to express my support for the petition filed by WQED Pittsburgh requesting the conversion of WQEX from a noncommercial to a commercial station.

Although WQED has implemented various cost savings initiatives and revenue enhancement efforts, it still remains in debt. This has forced WQED to simulcast one broadcast on both WQED and WQEX in order to contain its costs. In addition, FCC mandates and critically needed repairs to its physical plant are resulting in nearly \$12 million in added costs.

FCC approval of the petition would enable WQED to retire this burdensome debt by allowing for the sale of WQEX to ShootingStar.

The sale will also ensure the continued expansion and improvement of public broadcasting in Pittsburgh and our region. WQED Pittsburgh will be able to expand and modernize its facility, enabling it to create a multi-media enterprise that will significantly increase its ability to educate, inform, enlighten, entertain and engage the community. Most importantly, it will ensure the survival of public broadcasting, which greatly enhances and is a vital part of a healthy and diverse culture.

Clearly, denial of the Dereservation Petition before you will ensure the stagnation of public broadcasting. It will only serve to deny the citizens of this region a community asset with great potential for future contributions to our society. It will shackle WQED Pittsburgh by greatly limiting its ability to provide quality and diverse programming. In short, it would be a terrible mistake that would severely jeopardize the future of public broadcasting in our region.

Prompt approval of WQED Pittsburgh's petition will greatly benefit Pittsburgh and our region. The future of public broadcasting for the Pittsburgh region depends upon it.

Thank you for your time and consideration of this important matter.

Sincerely,

Judi McNeil

Judi H. McNeil

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If you received this in error, please contact the sender and delete the material from any computer

CC: "George Hazimanolis (E-mail)" <ghaziman@wqed.org>, "campbeaj@law.georgetown.edu" <campbeaj@law.georgetown.edu>

From: Chris Fennimore
To: gtristan@fcc.gov; hfurchtg@fcc.gov; mpowell@fcc.gov; sness@fcc.gov
Date: 2/14/01 5:22PM
Subject: WQED PETITION TO CONVERT WQEX LICENSE

Dear Commissioners,

I am a member of WQED, an avid fan of public broadcasting and the Program Director of WQED. I have worked here since 1985 when I came from WNET to be the Director of National Programming. Within a few years of my arrival at the station, the national underwriting situation began to deteriorate and the financial woes of the station began to take on epic proportions.

In 1990 I left the national production area and took over local programming. As part of the austerity measures forced on the entire station, we cut back our activities to the very bare minimum. Our local discretionary budget for acquisitions was reduced to zero and that's what it has been ever since.

I have just returned from the annual Programmers' Meeting with PBS in Washington. It was so stimulating to talk about the possibilities and creative options for enhancing our broadcast schedule with a variety of local/national initiatives, community outreach projects and innovative promotional activities. And then it was so depressing to realize that, once again, WQED would not be able to participate in most of these ideas because we have less to spend on these kinds of projects than even the smallest stations in the system.

For eleven years we have been hampered by the crippling debt that dates back to the late 1980's here at the station. I tell you all of this history so you will know why I feel so strongly that you should approve the conversion of the WQEX license so that it may be sold and provide us with the opportunity to fulfill so many opportunities to serve this community with important programming and outreach activities.

We know what to do and how to do it. We have the desire and even passion to make this one of the finest and most responsive public television stations in the nation. But without the relief from this financial burden we are chained at the starting gate. What is sadder is that there is no one else so qualified to run this race.

As a member who wants more and as a long time employee who wants to do more, I hope you will grant the petition of WQED and enable them to convert the WQEX license asset into the opportunity for public television to thrive and grow in western Pennsylvania.

CC: campbeaj@law.georgetown.edu



B

EXHIBIT B

Letter-writing Points Produced and Distributed
by Alliance/CIPB



PITTSBURGH CHAPTER

Dear Friend:

Great news! The Federal Communications Commission recently decided that WQED Pittsburgh could not dereserve (i.e. commercialize) and sell Channel *16 (WQEX) to ShootingStar, Inc. without extensive public comment. Commissioners acknowledged that WQED's petition "presents difficult legal issues" and that such decisions "raise important public interest concerns." We again have an opportunity to save this valuable community resource for noncommercial educational programming in the public interest.

We urge you to join with Pittsburgh Citizens for Independent Public Broadcasting and the Alliance for Progressive Action in **opposing** WQED Pittsburgh's FCC petition to **commercialize and sell** sister station **WQEX** to ShootingStar, Inc.

If you are sending your letter by regular mail, you must send **four copies** by no later than **December 12th** to:

Magalie Roman Salas
Office of the Secretary,
Federal Communications Commission
445 12th Street, NW
Washington, DC 20554.

It is important that you send a copy also to WQED's attorney:

Steve A. Lerman, Esq.
Leventhal, Senter & Lerman, P.L.L.C.
2000 K Street, NW, Suite 600
Washington, DC 20006

Finally, please send one more copy to:

CIPB
1910 Cochran Road
Manor Oak Two, Suite 441
Pittsburgh, PA 15220

Alternatively, you can send your letter by e-mail to the following addresses:

Chairman Michael K. Powell: mpowell@fcc.gov
Commissioner Kathleen Q. Abernathy: kabernat@fcc.gov
Commissioner Michael J. Copps: mcopps@fcc.gov
Commissioner Kevin J. Martin: kjmweb@fcc.gov
Secretary Magalie Roman Salas: msalas@fcc.gov
Steve A. Lerman, Esq.: slerman@lsl-law.com
Angela Campbell, Esq.: campbeaj@law.georgetown.edu
Jerold M. Starr, CIPB: jmstarr@cipbonline.org

Feel free to **select and combine** any of the following **statements** as you wish to compose your letter. If you have the time to add a personal touch, so much the better. **The important thing is to be heard.**

- *WQEX, Channel 16, is a public trust awarded to the people of Pittsburgh for educational broadcasting, not private property to be sold for profit by WQED Pittsburgh.*
- *WQED programs consist largely of children's shows and the national feed. With its emphasis on community oriented programming, WQEX was once the third most watched second station in the country. We need it now more than ever.*
- *Pittsburgh is a large and active city. We are rebuilding our downtown cultural center and support three professional sports teams. We easily can support two public broadcasting stations. Other smaller cities presently do.*
- *When it was broadcasting its own programming, WQEX cost only \$1 million a year to operate. Not only was this a fraction of WQED's budget, but WQEX actually generated a revenue surplus.*
- *WQED's debts are the result of wasteful mismanagement. A WQED investigation into alleged embezzlement was kept secret even from its own board of directors.*
- *WQED has admitted to the FCC it is not in danger of going dark. It claims a \$9 million debt, half of which it owes to its own capital fund. It also has assets, like Pittsburgh Magazine, worth millions more. If you allow WQED to get away with this, how many other public stations will be put on the block to solve cash flow problems that lay elsewhere?*
- *Given WQED's long history of secrecy, it would not be accountable to the public in its use of this undeserved windfall.*
- *WQED continues to spend freely even while it pleads poverty. In recent years, CFOs Mel Ming and Neil Mahrer have enjoyed compensation packages close to a quarter million dollars a year each. Ten WQED executives receive compensation packages up to \$160,000 per year, far in excess of counterparts in Philadelphia and St. Louis.*
- *WQED has rejected bids from not-for-profit institutions in the community to operate WQEX as a public station because they weren't willing to give CEO George Miles the huge windfall he has demanded, far in excess of the real market value of a noncommercial station. In fact, right now Pittsburgh Educational Television (PET), a community initiative, has a business plan to restore public broadcasting on Channel *16. Please give PET a chance to serve the people of this community.*

PETITION TO SAVE PITTSBURGH PUBLIC TELEVISION

To the Federal Communications Commission:

We urge you to reject the petition of WQED Pittsburgh to commercialize and sell sister station WQEX to ShootingStar, Inc. This community asset must be preserved for noncommercial educational broadcasting. Pittsburgh is still a thriving city and WQEX was a very popular alternative. We do not need yet another commercial station.

We do not accept the empty promise of more digital channels. WQED already plans to use some of them for commercial purposes. WQED's external debts were self-inflicted and are now much smaller. Moreover, WQED has admitted to the FCC that its debts do not threaten its broadcast operations.

Permitting WQED to cash in our educational station for a \$20 million windfall would set a dangerous precedent for other reserved channels as well. If WQED no longer wants to provide programming on Channel *16, please invite applications from other noncommercial educational organizations.

Name	Address
Name	Address
Name	Address
Name	Address
Name	Address
Name	Address
Name	Address
Name	Address

**Copy form for more signatures. Please return by no later than December 12th to:
Citizens for Independent Public Broadcasting, 1910 Cochran Road, Manor Oak
Two, Suite 441, Pittsburgh, PA 15220. Phone number: 412-563-4150.**

C

EXHIBIT C

Local Programming on WQED

LOCAL PROGRAMMING ON WQED

Last August, WQED was honored with twelve nominations for 2001 Mid-Atlantic Regional Emmy Awards, more than any commercial station in the Pittsburgh market. At the gala awards presentation on November 2 in Philadelphia, WQED again was the leader among Pittsburgh stations, bringing home five awards. “On Q,” WQED’s weeknightly magazine show, garnered awards for Outstanding Program Feature/Informational, for its “Abandoned Babies” segment; for Outstanding Public Affairs Series, for “Biotechnology: Human Tissue Engineering;” as well as two Outstanding Individual Achievement awards. Rick Sebak’s “Something About Oakland,” an entertaining documentary about a Pittsburgh neighborhood, took home the Outstanding Cultural Program Award, while an additional Emmy was awarded to an independent locally-produced documentary about a breast cancer patient (“Stephanie – The Stephanie Project”) which WQED broadcast and, in partnership with the Koman Pittsburgh Race for the Cure, supported with a pre-broadcast community screening.

In 2000, WQED received nine regional Emmy nominations and won four awards: a “Black Horizons” special, “County Jail,” received the Outstanding Talk Special Award, while two “On Q” segments won Outstanding Program Feature awards, and an “On Q” producer/videographer received an individual achievement award.

Further information on WQED’s award-winning local program series, and the broad constituencies they serve, follows.

On Q. This magazine-format series spotlighting local and regional issues, people, places and institutions airs every weeknight. Recent programs have featured a story on the International Brotherhood of Electrical Workers local’s overhauled apprenticeship

program (January 3, 2002); “On Q Special Report: Generation 9/11,” in which local teenagers talk about the impact of the September 11 events on their outlooks, education plans, and career paths (January 18, 2002); a segment on the efforts of immigrants to the Pittsburgh area to learn English (January 17, 2002); and a profile of local U.S.-born Muslims (January 21, 2002). Last May, “On Q” hosted a debate featuring all seven candidates for Mayor of Pittsburgh.

“On Q,” which premiered in January, 2000, has featured segments or specials on a broad range of health issues; energy deregulation and alternative electric power sources; racial profiling; environmental questions; gay and lesbian concerns; child abuse; local artists and arts organizations; welfare-to-work; and a host of other topics, all reported from a local or regional viewpoint. “On Q” went live with several specials in the days immediately following the September 11, 2001 terrorist attacks.

Black Horizons, the nation’s longest-running series for the African-American audience, airs monthly with hour-long specials on Pittsburgh’s black community. Recent programs in the series, hosted by Chris Moore in a talk show format, have included “Back in Jail,” “Keepers of the Flame,” “A Day in the Life of [Pittsburgh Public Schools Superintendent] Dr. Thompson,” and “Pittsburgh Black Media Federation Urban Journalism Workshop Story.”

AgeWise, in which host Eleanor Schano spotlights the concerns and interests of older adults, is a half-hour weekly talk show. Topics include growing old gracefully, financial and health advice, lifestyle and leisure choices, and housing options.

QED Cooks is a weekly half-hour program hosted by Chris Fennimore. Chris features favorite recipes from viewers in Greater Pittsburgh, intended for everyone from beginner to gourmet cooks, that were part of WQED's famous cooking marathons.

Pittsburgh History Series. The programs in this award-winning series, written, produced and narrated by Rick Sebak, are some of the most watched on public television, and have served as a model for numerous other public TV stations. The series includes "Pittsburgh A to Z," "Downtown Pittsburgh," "Something About Oakland," "South Side," "North Side Story," "The Strip Show," "The Mon, the Al and the O," and many others.

Other programs. In addition to its own local productions and the offerings of PBS (including the POV series), the BBC, the National Black Programming Consortium, and other program distributors, WQED frequently airs independent documentaries. Recent independently-produced offerings have included "When the Forest Ran Red: Washington, Braddock and a Doomed Army," a documentary on the French and Indian War in southwestern Pennsylvania (September, 2001); "Pennsylvania Route 30" (October, 2001); and "Gridiron and Steel," on the culture of football in southwestern Pennsylvania (November, 2001).

Local partnerships. Almost two dozen local partnerships, some recent and others ongoing since the 1980s, exemplify QED's vision for its future as a regional educational and cultural resource. In connection with Rick Sebak's latest documentary in the Pittsburgh History Series, "Pittsburgh A to Z," the Senator John Heinz Pittsburgh Regional History Center developed an exhibit of the same name, and previewed the WQED television program at the exhibit opening. QED has partnered with the

Pennsylvania Department of Welfare to provide a phone bank on prostate health, and to promote programming on welfare reform. With the Pittsburgh Urban Magnet Project (PUMP), a group of young local leaders, QED partnered to produce a candidate debate focused on young people's issues, while PUMP annually sponsors Pittsburgh magazine's "40 Under 40" awards. Other QED partnership organizations include women's, minority, gay and lesbian, and child advocacy groups; schools, museums, and arts organizations; and county governmental agencies, with each of whom QED has co-sponsored specific projects or events.

Two irrefutable conclusions can be drawn from the foregoing. First, notwithstanding its documented severe financial distress, WQED offers an astounding quantity and variety of award-winning locally-produced educational and cultural programming, far more than most public television stations. Second, WQED's local programming and partnership endeavors, together with programs derived from PBS and other sources, address the broadest imaginable spectrum of interests and constituencies, rather than reflecting a narrow political or cultural viewpoint. WQED has worked hard to produce these laudable and unmistakable results, which reflect its unwavering dedication to serving as an increasingly important educational and cultural resource for southwestern Pennsylvania. The Alliance/CIPB claim that "WQED itself has shown no interest in such local service programming on Channel *13" (Alliance/CIPB Comments at 28) not only strains credulity, it taints the credibility of Alliance/CIPB's entire participation in this proceeding.

D

EXHIBIT D

Statement of W. Thomas McGough, Jr.



4802 FIFTH AVENUE
PITTSBURGH, PA 15213
412-622-1300 FAX 412-622-1488
800-876-1316
www.wqed.org

Statement by W. Thomas McGough, Jr.

As Chair of the Board of Directors of WQED, I am writing to respond to a contention made by opponents of our dereservation petition that WQED's obligation to repay its endowment constitutes "creative accounting" that should be disregarded in considering the company's current financial condition, because, they claim, the repayment "obligation" is illusory. See Comments of Citizens for Independent Public Broadcasting and Alliance for Progressive Action in Opposition to WQED's Dereservation Petition, MM Docket No. 01-276, at 17, 20 (12/18/01).

In 1991, WQED undertook a capital campaign with the goal of raising \$14 million: \$7.5 million for a Program Development Seed Fund (an endowment for programming which would allow WQED flexibility in developing new programming), and \$6.5 million for upgrading equipment and other capital improvements. The campaign was successful in raising approximately \$10 million from foundations and individuals specifically for these two stated purposes.

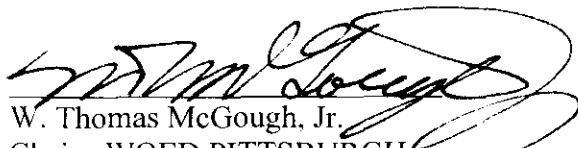
By the summer of 1993, however, WQED realized that it was in the midst of a financial crisis, with actual operating losses far exceeding those that had been projected. WQED's management was forced to identify all means available to continue to operate day-to-day, while struggling to improve the bleak prospects of WQED as a viable enterprise for the longer term. With great reluctance, the board concluded that funds held in reserve for program development and capital improvements would be useless if WQED failed to survive in the short term, and that use of the campaign funds was essential for that survival. It was a difficult choice to borrow against the campaign funds, but a better one than closing WQED's doors, and proprietary executive session board minutes from the period stressed that the decision to borrow such funds was on the condition that they be replenished and restored for their intended use. Certain capital campaign donors were approached who informally agreed to permit the temporary use of a portion of the donated funds for current operating purposes, with the clear understanding that these amounts would be replenished.

Thus, the \$4.5 million to be repaid to the capital campaign is not accurately characterized as "a debt (WQED) owes to itself" as our opposition claims, but is more correctly deemed a debt *owed to donors* by virtue of promises made with the conscious resolve that they would be kept, to repay moneys borrowed unwillingly in a desperate situation. WQED relies on donors for its existence, and integrity and trustworthiness are essential

when looking to the public for support. To be deserving of public support in the future, WQED must honor its obligations of the past.

The satisfaction of this past debt will not only assure future supporters of the station's integrity in managing funds as WQED continues to look to the community for financial support; additionally, replenishing funds intended for program development and capital improvements will provide the necessary fiscal foundation if WQED is to move forward into a successful multimedia future.

In closing, I find it ironic that our opponents, who repeatedly accuse current WQED management of fiscal irresponsibility, would deny that the \$4.5 million in question is *bona fide* debt, and evidently would urge WQED not to repay it. Were WQED to act on their unscrupulous suggestion, it could indeed be accused of mismanagement; but in attempting to repay this debt, WQED instead seeks to stay the course of prudent and responsible fiscal management on which its current leadership embarked some years ago.



W. Thomas McGough, Jr.
Chair, WQED PITTSBURGH

January 11, 2002



E

EXHIBIT E

IRS Form 990s Filed by Various Public Television Stations

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

1999

This Form is
Open to Public
InspectionDepartment of the Treasury
Internal Revenue Service

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation) or section 4947(a)(1) nonexempt charitable trust

Note: The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 1999 calendar year, OR tax year period beginning 07/01, 1999, and ending 06/30/2000

B Check if:
☐ Change of address
☐ Initial return
☐ Final return☐ Amended return (required also for state reporting)

Please use IRS label or print or type. See Specific Instructions.

C Name of organization

WOED PITTSBURGH

Number and street (or P.O. box if mail is not delivered to street address)

Room/suite

4802 FIFTH AVENUE

City or town, state or country, and ZIP + 4

PITTSBURGH, PA 15213

D Employer identification number

25-1010296

E Telephone number

(412) 622-1300

F Check ☐ if exemption application is pendingG Type of organization ☒ Exempt under section 501(c) (3) (insert number) OR ☐ section 4947(a)(1) nonexempt charitable trust

Note: Section 501(c)(3) exempt organizations and 4947(a)(1) nonexempt charitable trusts MUST attach a completed Schedule A (Form 990).

H (a) Is this a group return filed for affiliates? ☐ Yes ☒ NoI If either box in H is checked "Yes," enter four-digit group exemption number (GEN) ☐(b) If "Yes," enter the number of affiliates for which this return is filed: ☐J Accounting method: ☐ Cash ☒ Accrual(c) Is this a separate return filed by an organization covered by a group ruling? ☐ Yes ☒ NoOther (specify) ☐K Check here ☐ if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS; but if it received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

Note: Form 990-EZ may be used by organizations with gross receipts less than \$100,000 and total assets less than \$250,000 at end of year.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See Specific Instructions on page 15.)

1	Contributions, gifts, grants, and similar amounts received: STMT 1	1a	10,624,549.
a	Direct public support	1b	NONE
b	Indirect public support	1c	2,708,682.
c	Government contributions (grants)		
d	Total (add lines 1a through 1c) (attach schedule of contributors)	1d	13,333,231.
	(cash \$ 13,333,231. noncash \$)		
2	Program service revenue including government fees and contracts (from Part VII, line 93)	2	3,810,424.
3	Membership dues and assessments	3	
4	Interest on savings and temporary cash investments	4	410,641.
5	Dividends and interest from securities	5	
6a	Gross rents	6a	101,384.
b	Less: rental expenses	6b	33,876.
c	Net rental income or (loss) (subtract line 6b from line 6a)	6c	67,508.
7	Other investment income (describe)	7	
8a	Gross amount from sales of assets other than inventory	(A) Securities	319,993.
b	Less: cost or other basis and sales expenses	(B) Other	13,800.
c	Gain or (loss) (attach schedule)	8a	13,800.
d	Net gain or (loss) (combine line 8c, columns (A) and (B))	8b	NONE
9	Special events and activities (attach schedule)	8c	13,800.
a	Gross revenue (not including \$ 1,911,404. of contributions reported on line 1a)	9a	230,550.
b	Less: direct expenses other than fundraising expenses	9b	120,142.
c	Net income or (loss) from special events (subtract line 9b from line 9a)	9c	110,408.
10a	Gross sales of inventory, less returns and allowances	10a	
b	Less: cost of goods sold	10b	
c	Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)	10c	
11	Other revenue (from Part VII, line 103)	11	2,690,038.
12	Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11)	12	20,436,641.
13	Program services (from line 44, column (B))	13	12,986,826.
14	Management and general (from line 44, column (C))	14	2,991,788.
15	Fundraising (from line 44, column (D))	15	2,916,762.
16	Payments to affiliates (attach schedule)	16	
17	Total expenses (add lines 16 and 44, column (A))	17	18,895,376.
18	Excess or (deficit) for the year (subtract line 17 from line 12)	18	1,541,265.
19	Net assets or fund balances at beginning of year (from line 73, column (A))	19	4,952,519.
20	Other changes in net assets or fund balances (attach explanation)	20	-13,232.
21	Net assets or fund balances at end of year (combine lines 18, 19, and 20)	21	6,480,552.

SCANNED JUN 27 2001

Revenue

Expenses

Net Assets

JSA
9E1010 2.000

For Paperwork Reduction Act Notice, see page 1 of the separate instructions.

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Form 990 (1999)

14

Part II Statement of Functional Expenses

All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See Specific instructions on page 19.)

Do not include amounts reported on line 6b, 8b, 9b, 10b, or 16 of Part I.	(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22 Grants and allocations (attach schedule) (cash \$ _____ noncash \$ _____)	22 NONE	NONE		
23 Specific assistance to individuals (attach schedule)	23			
24 Benefits paid to or for members (attach schedule)	24			
25 Compensation of officers, directors, etc.	25 605,933.	453,703.	102,554.	49,676.
26 Other salaries and wages	26 6,624,036.	4,959,861.	1,121,113.	543,062.
27 Pension plan contributions	27 242,039.	151,219.	61,183.	29,637.
28 Other employee benefits	28 711,295.	532,689.	120,351.	58,255.
29 Payroll taxes	29 502,428.	363,473.	93,611.	45,344.
30 Professional fundraising fees	30			
31 Accounting fees	31 55,500.	NONE	55,500.	NONE
32 Legal fees	32 1,042,312.	588,867.	444,645.	8,800.
33 Supplies	33 125,856.	81,789.	30,596.	13,471.
34 Telephone	34 299,056.	181,324.	24,491.	93,241.
35 Postage and shipping	35 621,477.	97,991.	8,913.	514,573.
36 Occupancy	36 759,201.	297,021.	461,038.	1,142.
37 Equipment rental and maintenance	37 324,351.	159,303.	164,132.	916.
38 Printing and publications	38 982,138.	971,097.	8,577.	2,464.
39 Travel	39 524,513.	409,960.	59,151.	55,402.
40 Conferences, conventions, and meetings	40			
41 Interest	41 160,800.	160,800.	NONE	NONE
42 Depreciation, depletion, etc. (attach schedule)	42 582,142.	582,142.	NONE	NONE
43 Other expenses (Itemize): a STMT 3	43a 4,732,299.	2,995,587.	235,933.	1,500,779.
b	43b			
c	43c			
d	43d			
e	43e			
44 Total functional expenses (add lines 22 through 43) Organizations completing columns (B)-(D), carry these totals to lines 13-15	44 18,895,376.	12,986,826.	2,991,788.	2,916,762.

Reporting of Joint Costs. - Did you report in column (B) (Program services) any joint costs from a combined educational campaign and fundraising solicitation? ☐ Yes ☒ No

If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See Specific Instructions on page 22.)What is the organization's primary exempt purpose? **PRODUCTION AND DISTRIBUTION OF EDUC**

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

Program Service Expenses
(Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts; but optional for others.)

a PRODUCTION AND DISTRIBUTION OF EDUCATIONAL AND CULTURAL TELEVISION AND RADIO PROGRAMMING, VIDEO AND PRINT MEDIA AND OTHER COMMUNITY EDUCATION ENDEAVORS.	(Grants and allocations \$ NONE)	12,986,826.
b		
	(Grants and allocations \$)	
c		
	(Grants and allocations \$)	
d		
	(Grants and allocations \$)	
e Other program services (attach schedule)	(Grants and allocations \$)	
f Total of Program Service Expenses (should equal line 44, column (B), Program services)		12,986,826.

Part IV Balance Sheets (See Specific Instructions on page 22.)

Note: Where required, attached schedules and amounts within the description column should be for end-of-year amounts only.

		(A) Beginning of year	(B) End of year	
Assets	45 Cash - non-interest-bearing	2,202.	45 NONE	
	46 Savings and temporary cash investments	519,558.	46 655,927.	
	47a Accounts receivable	47a 1,688,788.		
	b Less: allowance for doubtful accounts	47b 200,000.	47c 1,488,788.	
	48a Pledges receivable	48a 10,340.		
	b Less: allowance for doubtful accounts	48b	48c 10,340.	
	49 Grants receivable		49	
	50 Receivables from officers, directors, trustees, and key employees (attach schedule)		50	
	51a Other notes and loans receivable (attach schedule)	51a	51c	
	b Less: allowance for doubtful accounts	51b		
	52 Inventories for sale or use		52	
	53 Prepaid expenses and deferred charges	133,477.	53 146,462.	
	54 Investments - securities (attach schedule)		54	
	55a Investments - land, buildings, and equipment: basis	55a	55c	
	b Less: accumulated depreciation (attach schedule)	55b		
56 Investments - other (attach schedule)	SEE STATEMENT 4	6,102,772.	56 6,837,465.	
57a Land, buildings, and equipment: basis	57a 13,983,397.			
b Less: accumulated depreciation (attach schedule)	57b 8,404,029.	5,188,512.	57c 5,579,368.	
58 Other assets (describe ►)		58		
59 Total assets (add lines 45 through 58) (must equal line 74)	13,772,616.	59 14,718,350.		
Liabilities	60 Accounts payable and accrued expenses	5,216,104.	60 5,173,902.	
	61 Grants payable		61	
	62 Deferred revenue	STMT. 5.	1,753,993.	62 1,388,896.
	63 Loans from officers, directors, trustees, and key employees (attach schedule)		63	
	64a Tax-exempt bond liabilities (attach schedule)		64a	
	b Mortgages and other notes payable (attach schedule)		64b	
	65 Other liabilities (describe ► SEE STATEMENT 6)	1,850,000.	65 1,675,000.	
66 Total liabilities (add lines 60 through 65)	8,820,097.	66 8,237,798.		
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 67 through 69 and lines 73 and 74.			
	67 Unrestricted	-5,551,706.	67 -4,682,981.	
	68 Temporarily restricted	3,345,227.	68 4,818,535.	
	69 Permanently restricted	7,158,998.	69 6,344,998.	
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 70 through 74.			
	70 Capital stock, trust principal, or current funds		70	
	71 Paid-in or capital surplus, or land, building, and equipment fund		71	
	72 Retained earnings, endowment, accumulated income, or other funds		72	
	73 Total net assets or fund balances (add lines 67 through 69 OR lines 70 through 72; column (A) must equal line 19 and column (B) must equal line 21)	4,952,519.	73 6,480,552.	
	74 Total liabilities and net assets/fund balances (add lines 66 and 73)	13,772,616.	74 14,718,350.	

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

Part IV-A Reconciliation of Revenue per Audited Financial Statements with Revenue per Return (See Specific Instructions, page 24.)

Part IV-B Reconciliation of Expenses per Audited Financial Statements with Expenses per Return

a	Total revenue, gains, and other support per audited financial statements . . . ▶	a	20,577,427.	a	Total expenses and losses per audited financial statements ▶	a	19,049,394.
b	Amounts included on line a but not on line 12, Form 990:			b	Amounts included on line a but not on line 17, Form 990:		
(1)	Net unrealized gains on investments . . \$	-13,232.		(1)	Donated services and use of facilities \$		
(2)	Donated services and use of facilities \$			(2)	Prior year adjustments reported on line 20, Form 990 \$		
(3)	Recoveries of prior year grants \$			(3)	Losses reported on line 20, Form 990 \$		
(4)	Other (specify)			(4)	Other (specify):		
	\$				\$		
	Add amounts on lines (1) through (4) ▶	b	-13,232.		Add amounts on lines (1) through (4) . . ▶	b	
c	Line a minus line b ▶	c	20,590,659.	c	Line a minus line b ▶	c	19,049,394.
d	Amounts included on line 12, Form 990 but not on line a:			d	Amounts included on line 17, Form 990 but not on line a:		
(1)	Investment expenses not included on line 5b, Form 990 . . . \$	-33,876.		(1)	Investment expenses not included on line 5b, Form 990 . . . \$	-33,876.	
(2)	Other (specify)			(2)	Other (specify):		
	\$				\$		
	STMT 7 \$	-120,142.			STMT 8 \$	-120,142.	
	Add amounts on lines (1) and (2) ▶	d	-154,018.		Add amounts on lines (1) and (2) . . ▶	d	-154,018.
e	Total revenue per line 12, Form 990 (line c plus line d) ▶	e	20,436,641.	e	Total expenses per line 17, Form 990 (line c plus line d) ▶	e	18,895,376.

Part V List of Officers, Directors, Trustees, and Key Employees (List each one even if not compensated; see Specific Instructions on page 24.)

[illegible]

75 Did any officer, director, trustee, or key employee receive aggregate compensation of more than \$100,000 from your organization and all related organizations, of which more than \$10,000 was provided by the related organizations? If "Yes," attach schedule - see Specific Instructions on page 25.

► ☐ Yes ☒ No

	Yes	No
--	-----	----

Form 990 (1999)

Part VII Analysis of Income-Producing Activities (See Specific Instructions on page 29.)

Enter gross amounts unless otherwise indicated.

	Unrelated business income		Excluded by section 512, 513, or 514		(E) Related or exempt function income
	(A) Business code	(B) Amount	(C) Exclusion code	(D) Amount	
93 Program service revenue:					
a PROGRAM PRODUCTION	4830	28,010.			196,900.
b MAGAZINE PUBLICATION	4898	3,367,139.			218,375.
c					
d					
e					
f Medicare/Medicaid payments					
g Fees and contracts from government agencies					
94 Membership dues and assessments					
95 Interest on savings and temporary cash investments			14	410,641.	
96 Dividends and interest from securities					
97 Net rental income or (loss) from real estate:					
a debt-financed property					
b not debt-financed property			30	67,508.	
98 Net rental income or (loss) from personal property					
99 Other investment income					
100 Gain or (loss) from sales of assets other than inventory			18	14,391.	
101 Net income or (loss) from special events			1	110,408.	
102 Gross profit or (loss) from sales of inventory					
103 Other revenue: a					
b SEE STATEMENT 10		66,140.		2,623,898.	
c					
d					
e					
104 Subtotal (add columns (B), (D), and (E))		3,461,289.		3,226,846.	415,275.
105 Total (add line 104, columns (B), (D), and (E))					7,103,410.

Note: Line 105 plus line 1d, Part I, should equal the amount on line 12, Part I.

Part VIII Relationship of Activities to the Accomplishment of Exempt Purposes (See Specific Instructions on page 30.)

Line No.	Explain how each activity for which income is reported in column (E) of Part VII contributed importantly to the accomplishment of the organization's exempt purposes (other than by providing funds for such purposes).
93A	PRODUCTION AND DISTRIBUTION OF CULTURAL AND EDUCATIONAL TELEVISION, RADIO, AND VIDEO PROGRAMMING, INCLUDING RELATED PRE- AND POST-PRODUCTION ACTIVITIES, IN ORDER TO PROVIDE READY PUBLIC ACCESS TO A BROAD RANGE OF INFORMATIVE AND ENLIGHTENING MEDIA.
93B	PUBLICATION OF PITTSBURGH MAGAZINE, WHICH PROVIDES PROGRAM GUIDES TO FACILITATE THE PUBLIC'S ACCESS TO TELEVISION AND RADIO PROGRAMMING, AND WHICH PROVIDES CULTURAL, HISTORICAL, AND SIMILARLY EDUCATIONAL ARTICLES.

Part IX Information Regarding Taxable Subsidiaries and Disregarded Entities (See Specific Instructions on page 30.)

(A) Name, address, and EIN of corporation, partnership, or disregarded entity	(B) Percentage of ownership interest	(C) Nature of activities	(D) Total income	(E) End-of-year assets
	%			
	%			
	%			
	%			

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true and correct. I am a preparer (other than officer) is based on all information of which preparer has any knowledge.

5/14/01

Date

George L. Miles, Jr.
President & CEO

Type or print name and title.

Date

Check if

Preparer's SSN or PTIN

**SCHEDULE A
(Form 990)**

Organization Exempt Under Section 501(c)(3)

(Except Private Foundation) and Section 501(e), 501(f), 501(k),
501(n), or Section 4947(a)(1) Nonexempt Charitable Trust

Supplementary Information - (See separate instructions.)

OMB No. 1545-0047

1999

Department of the Treasury
Internal Revenue Service

▶ Must be completed by the above organizations and attached to their Form 990 or 990-EZ.

Name of the organization

WOED PITTSBURGH

Employer identification number

25-1010296

Part I Compensation of the Five Highest Paid Employees Other Than Officers, Directors, and Trustees
(See page 1 of the instructions. List each one. If there are none, enter "None.")

(a) Name and address of each employee paid more than \$50,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
CAROLYN WEAN 4802 FIFTH AVE. PGH, PA 15213	VP PROD. & DIST. FULL	150,000.	13,225.	NONE
CHRISTOPHER FLETCHER 4802 FIFTH AVE. PGH, PA 15213	VP PUB. & INTERNET FULL	97,660.	11,872.	NONE
PAUL BYERS 4802 FIFTH AVE. PGH, PA 15213	DIR ENGR & OPER. FULL	91,000.	11,440.	NONE
MICHAEL MASKARINEC 4802 FIFTH AVENUE PITTSBURGH, PA 15213	CREATIVE DIRECTOR FULL	91,800.	11,789.	NONE
RICHARD SEBAK 4802 FIFTH AVENUE PITTSBURGH, PA 15213	SENIOR PRODUCER FULL	90,517.	6,916.	NONE
Total number of other employees paid over \$50,000		41		

Part II Compensation of the Five Highest Paid Independent Contractors for Professional Services
(See page 1 of the instructions. List each one (whether individuals or firms). If there are none, enter "None.")

(a) Name and address of each independent contractor paid more than \$50,000	(b) Type of service	(c) Compensation
PERRY JUDDS, INC. LOCK BOX 13298 NEWARK, NJ 07101	PRINTING	797,218.
PRODUCTION SOLUTIONS, INC. 1953 GALLOWES RD, STE 85D VIENNA VA 22182	PRINTINGS/MAILINGS	334,117.
LEVENTHAL SENTER & LERMAN SUITE 600 2000 K STREET NW WASH DC 20006	LEGAL	230,195.
DIRECT ADVANTAGE MARKETING THE OUTREACH CNTR, PITTSBURGH, PA 15217	TELEMARKETING	173,169.
PAT'S PRODUCT ACQUISITION 1135 MCQUEEN RD ST 143, GILBERT AZ 85233	PLEDGE PREMIUMS	280,000.
Total number of others receiving over \$50,000 for professional services		9

For Paperwork Reduction Act Notice, see page 1 of the instructions for Form 990 and Form 990-EZ.

Schedule A (Form 990) 1999

Part III Statements About Activities

	Yes	No
1 During the year, has the organization attempted to influence national, state, or local legislation, including any attempt to influence public opinion on a legislative matter or referendum? If "Yes," enter the total expenses paid or incurred in connection with the lobbying activities ▶ \$ <u>NONE</u> Organizations that made an election under section 501(h) by filing Form 5768 must complete Part VI-A. Other organizations checking "Yes," must complete Part VI-B AND attach a statement giving a detailed description of the lobbying activities.		X
2 During the year, has the organization, either directly or indirectly, engaged in any of the following acts with any of its trustees, directors, officers, creators, key employees, or members of their families, or with any taxable organization with which any such person is affiliated as an officer, director, trustee, majority owner, or principal beneficiary:		
a Sale, exchange, or leasing of property?		X
b Lending of money or other extension of credit?		X
c Furnishing of goods, services, or facilities?		X
d Payment of compensation (or payment or reimbursement of expenses if more than \$1,000)? <u>STMT. 9.</u>	X	
e Transfer of any part of its income or assets?		X
If the answer to any question is "Yes," attach a detailed statement explaining the transactions.		
3 Does the organization make grants for scholarships, fellowships, student loans, etc.?	X	
4a Do you have a section 403(b) annuity plan for your employees?	X	
b Attach a statement to explain how the organization determines that individuals or organizations receiving grants or loans from it in furtherance of its charitable programs qualify to receive payments. (See page 2 of the instructions.)		

STMT. 11

Part IV Reason for Non-Private Foundation Status (See pages 2 through 4 of the instructions.)

The organization is not a private foundation because it is: (Please check only ONE applicable box.)

- 6 ☐ A church, convention of churches, or association of churches. Section 170(b)(1)(A)(i).
- 6 ☐ A school. Section 170(b)(1)(A)(ii). (Also complete Part V, page 4.)
- 7 ☐ A hospital or a cooperative hospital service organization. Section 170(b)(1)(A)(iii).
- 8 ☐ A Federal, state, or local government or governmental unit. Section 170(b)(1)(A)(v).
- 9 ☐ A medical research organization operated in conjunction with a hospital. Section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state ▶ _____
- 10 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit. Section 170(b)(1)(A)(iv). (Also complete the Support Schedule in Part IV-A.)
- 11a ☒ An organization that normally receives a substantial part of its support from a governmental unit or from the general public. Section 170(b)(1)(A)(vi). (Also complete the Support Schedule in Part IV-A.)
- 11b ☐ A community trust. Section 170(b)(1)(A)(vi). (Also complete the Support Schedule in Part IV-A.)
- 12 ☐ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its charitable, etc., functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Also complete the Support Schedule in Part IV-A.)
- 13 ☐ An organization that is not controlled by any disqualified persons (other than foundation managers) and supports organizations described in: (1) lines 5 through 12 above; or (2) section 501(c)(4), (5), or (6), if they meet the test of section 509(a)(2). (See section 509(a)(3).)

Provide the following information about the supported organizations. (See page 4 of the instructions.)

(a) Name(s) of supported organization(s)	(b) Line number from above

- 14 ☐ An organization organized and operated to test for public safety. Section 509(a)(4). (See page 4 of the instructions.)

Part IV-A Support Schedule (Complete only if you checked a box on line 10, 11, or 12.) Use cash method of accounting.

Note: You may use the worksheet in the instructions for converting from the accrual to the cash method of accounting.

Calendar year (or fiscal year beginning in)	(a) 1998	(b) 1997	(c) 1996	(d) 1995	(e) Total
15 Gifts, grants, and contributions received. (Do not include unusual grants. See line 28.)	12268281.	13273183.	15316806.	14624578.	55482848.
16 Membership fees received					
17 Gross receipts from admissions, merchandise sold or services performed, or furnishing of facilities in any activity that is not a business unrelated to the organization's charitable, etc., purpose	4,860,240.	5,005,110.	6,270,775.	6,965,108.	23101233.
18 Gross income from interest, dividends, amounts received from payments on securities loans (section 512(a)(5)), rents, royalties, and unrelated business taxable income (less section 511 taxes) from businesses acquired by the organization after June 30, 1975	457,683.	404,802.	333,556.	291,598.	1,487,639.
19 Net income from unrelated business activities not included in line 18					
20 Tax revenues levied for the organization's benefit and either paid to it or expended on its behalf					
21 The value of services or facilities furnished to the organization by a governmental unit without charge. Do not include the value of services or facilities generally furnished to the public without charge					
22 Other income. Attach a schedule. Do not include gain or (loss) from sale of capital assets	STMT 12 821,503.	453,029.	172,896.	105,965.	1,553,393.
23 Total of lines 15 through 22	18407707.	19136124.	22094033.	21987249.	81625113.
24 Line 23 minus line 17	13547467.	14131014.	15823258.	15022141.	58523880.
25 Enter 1% of line 23	184,077.	191,361.	220,940.	219,872.	
26 Organizations described in lines 10 or 11: a Enter 2% of amount in column (e), line 24					26a 1,170,478.
b Attach a list (which is not open to public inspection) showing the name of and amount contributed by each person (other than a governmental unit or publicly supported organization) whose total gifts for 1995 through 1998 exceeded the amount shown in line 26a. Enter the sum of all these excess amounts					STMT. 13. 26b 8,478,122.
c Total support for section 509(a)(1) test: Enter line 24, column (e)					26c 58523880.
d Add: Amounts from column (e) for lines: 18 1,487,639. 19					26d 11519154.
22 1,553,393. 26b 8,478,122.					26e 47004726.
e Public support (line 26c minus line 26d total)					26f 80.3172 %
f Public support percentage (line 26e (numerator) divided by line 26c (denominator))					
27 Organizations described on line 12: a For amounts included in lines 15, 16, and 17 that were received from a "disqualified person," attach a list to show the name of, and total amounts received in each year from, each "disqualified person." Enter the sum of such amounts for each year: (1998) _____ (1997) _____ (1996) _____ (1995) _____ NOT APPLICABLE					
b For any amount included in line 17 that was received from a nondisqualified person, attach a list to show the name of, and amount received for each year, that was more than the larger of (1) the amount on line 25 for the year or (2) \$5,000. (Include in the list organizations described in lines 5 through 11, as well as individuals.) After computing the difference between the amount received and the larger amount described in (1) or (2), enter the sum of these differences (the excess amounts) for each year: (1998) _____ (1997) _____ (1996) _____ (1995) _____					
c Add: Amounts from column (e) for lines: 15 _____ 16 _____ 17 _____ 20 _____ 21 _____					27c _____
d Add: Line 27a total _____ and line 27b total _____					27d _____
e Public support (line 27c total minus line 27d total)					27e _____
f Total support for section 509(a)(2) test: Enter amount on line 23, column (e)					27f _____
g Public support percentage (line 27e (numerator) divided by line 27f (denominator))					27g _____ %
h Investment income percentage (line 18, column (e) (numerator) divided by line 27f (denominator))					27h _____ %
28 Unusual Grants: For an organization described in line 10, 11, or 12 that received any unusual grants during 1995 through 1998, attach a list (which is not open to public inspection) for each year showing the name of the contributor, the date and amount of the grant, and a brief description of the nature of the grant. Do not include these grants in line 15. (See page 4 of the instructions.)					

Part V Private School Questionnaire (See page 4 of the instructions.)

(To be completed ONLY by schools that checked the box on line 6 in Part IV)

NOT APPLICABLE

	Yes	No
29 Does the organization have a racially nondiscriminatory policy toward students by statement in its charter, bylaws, other governing instrument, or in a resolution of its governing body?		
30 Does the organization include a statement of its racially nondiscriminatory policy toward students in all its brochures, catalogues, and other written communications with the public dealing with student admissions, programs, and scholarships?		
31 Has the organization publicized its racially nondiscriminatory policy through newspaper or broadcast media during the period of solicitation for students, or during the registration period if it has no solicitation program, in a way that makes the policy known to all parts of the general community it serves? If "Yes," please describe; if "No," please explain. (If you need more space, attach a separate statement.)		
32 Does the organization maintain the following:		
a Records indicating the racial composition of the student body, faculty, and administrative staff?		
b Records documenting that scholarships and other financial assistance are awarded on a racially nondiscriminatory basis?		
c Copies of all catalogues, brochures, announcements, and other written communications to the public dealing with student admissions, programs, and scholarships?		
d Copies of all material used by the organization or on its behalf to solicit contributions?		
If you answered "No" to any of the above, please explain. (If you need more space, attach a separate statement.)		
33 Does the organization discriminate by race in any way with respect to:		
a Students' rights or privileges?		
b Admissions policies?		
c Employment of faculty or administrative staff?		
d Scholarships or other financial assistance?		
e Educational policies?		
f Use of facilities?		
g Athletic programs?		
h Other extracurricular activities?		
If you answered "Yes" to any of the above, please explain. (If you need more space, attach a separate statement.)		
34a Does the organization receive any financial aid or assistance from a governmental agency?		
b Has the organization's right to such aid ever been revoked or suspended? If you answered "Yes" to either 34a or b, please explain using an attached statement.		
35 Does the organization certify that it has complied with the applicable requirements of sections 4.01 through 4.05 of Rev. Proc. 75-50, 1975-2 C.B. 587, covering racial nondiscrimination? If "No," attach an explanation		

Part VI-A Lobbying Expenditures by Electing Public Charities (See page 6 of the instructions.)(To be completed **ONLY** by an eligible organization that filed Form 5768)**NOT APPLICABLE**

Check here ☐ **a** if the organization belongs to an affiliated group.
 Check here ☐ **b** if you checked "a" above and "limited control" provisions apply.

Limits on Lobbying Expenditures

(The term "expenditures" means amounts paid or incurred.)

		(a) Affiliated group totals	(b) To be completed for ALL electing organizations
36 Total lobbying expenditures to influence public opinion (grassroots lobbying) . . .	36		
37 Total lobbying expenditures to influence a legislative body (direct lobbying) . . .	37		
38 Total lobbying expenditures (add lines 36 and 37)	38		
39 Other exempt purpose expenditures	39		
40 Total exempt purpose expenditures (add lines 38 and 39)	40		
41 Lobbying nontaxable amount. Enter the amount from the following table - If the amount on line 40 is - The lobbying nontaxable amount is - Not over \$500,000 20% of the amount on line 40 Over \$500,000 but not over \$1,000,000 . . . \$100,000 plus 15% of the excess over \$500,000 Over \$1,000,000 but not over \$1,500,000 . . \$175,000 plus 10% of the excess over \$1,000,000 Over \$1,500,000 but not over \$17,000,000 \$225,000 plus 5% of the excess over \$1,500,000 Over \$17,000,000 \$1,000,000	41		
42 Grassroots nontaxable amount (enter 25% of line 41)	42		
43 Subtract line 42 from line 36. Enter -0- if line 42 is more than line 36	43		
44 Subtract line 41 from line 38. Enter -0- if line 41 is more than line 38	44		

Caution: If there is an amount on either line 43 or line 44, you must file Form 4720.**4-Year Averaging Period Under Section 501(h)**

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below.
 See the instructions for lines 45 through 50 on page 7 of the instructions.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in) ▶	(a) 1999	(b) 1998	(c) 1997	(d) 1996	(e) Total
Lobbying nontaxable amount					
45 amount					
Lobbying ceiling amount (150% of line 45(e))					
46					
Total lobbying expenditures					
Grassroots nontaxable amount					
48 amount					
Grassroots ceiling amount (150% of line 48(e))					
49					
Grassroots lobbying expenditures					
50					

Part VI-B Lobbying Activity by Nonelecting Public Charities

(For reporting only by organizations that did not complete Part VI-A) (See page 8 of the instructions.)

During the year, did the organization attempt to influence national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:	Yes	No	Amount
a Volunteers		X	
b Paid staff or management (Include compensation in expenses reported on lines c through h.)		X	
c Media advertisements		X	
d Mailings to members, legislators, or the public		X	
e Publications, or published or broadcast statements		X	
f Grants to other organizations for lobbying purposes		X	
g Direct contact with legislators, their staffs, government officials, or a legislative body		X	
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means		X	
i Total lobbying expenditures (add lines c through h)			NONE

If "Yes" to any of the above, also attach a statement giving a detailed description of the lobbying activities.

Part VII Information Regarding Transfers To and Transactions and Relationships With Noncharitable Exempt Organizations (See page 8 of the instructions.)

51 Did the reporting organization directly or indirectly engage in any of the following with any other organization described in section 501(c) of the Code (other than section 501(c)(3) organizations) or in section 527, relating to political organizations?

a Transfers from the reporting organization to a noncharitable exempt organization of:

(1) Cash

(II) Other assets

b Other transactions:

(l) Sales or exchanges of assets with a noncharitable exempt organization

(II) Purchases of assets from a noncharitable exempt organization

(iii) Rental of facilities, equipment, or other assets

(iv) Reimbursement arrangements

(v) Loans or loan guarantees

(vi) Performance of services or membership or fundraising solicitations

c Sharing of facilities, equipment, mailing lists, other assets, or paid employees

d. If the answer to any of the above is "Yes," complete the following schedule. Column (b) should always show the fair market value of the goods, other assets, or services given by the reporting organization. If the organization received less than fair market value in any transaction or sharing arrangement, show in column (d) the value of the goods, other assets, or services received:

[illegible]

52a Is the organization directly or indirectly affiliated with, or related to, one or more tax-exempt organizations described in section 501(c) of the Code (other than section 501(c)(3)) or in section 527?

► ☐ Yes ☒ No

b If "Yes," complete the following schedule:

[illegible]

WQED PITTSBURGH

25-1010296

FORM 990, PART I - LIST OF CONTRIBUTORS

=====

(NOT OPEN TO PUBLIC INSPECTION)

NAME AND ADDRESS -----	DATE ----	DIRECT PUBLIC SUPPORT -----	INDIRECT PUBLIC SUPPORT -----	GOVERNMENT GRANTS -----
		1,392,640.	NONE	NONE
		847,791.	NONE	NONE
		NONE	NONE	2,436,682.
CONTRIBUTIONS < 2%		8,384,118.	NONE	272,000.
TOTAL CONTRIBUTION AMOUNTS		----- 10,624,549. -----	----- NONE -----	----- 2,708,682. -----

SCH. A, PART IV-A - ORGANIZATIONS DESCRIBED IN PART IV, BOX 10 OR 11

=====

(NOT OPEN TO PUBLIC INSPECTION)

CONTRIBUTOR NAME -----	TOTAL CONTRIBUTION -----	MINUS 2% OF LINE 24 -----	EXCESS CONTRIBUTION AMOUNT -----
	7,396,608.	1,170,478.	6,226,130.
	3,192,822.	1,170,478.	2,022,344.
	1,200,000.	1,170,478.	29,522.
	1,370,604.	1,170,478.	200,126.
	-----	-----	-----
TOTAL	13,160,034.		8,478,122.
	=====		=====

FORM 990, PART I - OTHER DECREASES IN FUND BALANCES
=====DESCRIPTION
-----AMOUNT

UNREALIZED LOSS ON INVESTMENTS

13,232.

TOTAL

13,232.
=====

FORM 990, PART II - OTHER EXPENSES

=====

DESCRIPTION -----	TOTAL -----	PROGRAM SERVICES -----	MANAGEMENT AND GENERAL -----	FUNDRAISING -----
ADVERTISING AND PROMOTION	1,007,711.	369,285.	3,507.	634,919.
PROGRAM ACQUISITION	1,539,979.	1,404,419.	NONE	135,560.
PBS AFFILIATION FEES AND OTHER	307,091.	280,460.	23,652.	2,979.
DISTRIBUTION RIGHTS	116,384.	116,384.	NONE	NONE
STORY, MUSIC AND TALENT RIGHTS	24,263.	24,263.	NONE	NONE
TRADE EXPENSES	248,704.	217,324.	NONE	31,380.
MISCELLANEOUS	460,186.	236,550.	109,156.	114,480.
PROD., FREELANCE AND OUTSIDE S	1,148,123.	346,902.	99,618.	701,603.
ALLOCATION OF DIRECT				
FUNDRAISING EXPENSES TO	-120,142.			-120,142.
	-----	-----	-----	-----
TOTALS	4,732,299.	2,995,587.	235,933.	1,500,779.
	=====	=====	=====	=====

WQED PITTSBURGH

25-1010296

FORM 990, PART IV - INVESTMENTS - OTHER

=====

DESCRIPTION -----	BEGINNING BOOK VALUE -----	ENDING BOOK VALUE -----
RESTRICTED ENDOWMENT	6,102,772.	6,837,465.
	-----	-----
TOTALS	6,102,772.	6,837,465.
	=====	=====

FORM 990, PART IV - DEFERRED REVENUE
=====

DESCRIPTION -----	BEGINNING BOOK VALUE -----	ENDING BOOK VALUE -----
SPECIAL PROJECTS	1,753,993.	1,388,896.
	-----	-----
TOTALS	1,753,993.	1,388,896.
	=====	=====

FORM 990, PART IV - OTHER LIABILITIES

=====

DESCRIPTION -----	BEGINNING BOOK VALUE -----	ENDING BOOK VALUE -----
REVOLVING LINE OF CREDIT	1,850,000.	1,675,000.
	-----	-----
TOTALS	1,850,000.	1,675,000.
	=====	=====

8

0

8

"

H

FORM 990, PART IV-A - OTHER REVENUE ON RETURN BUT NOT ON BOOKS
=====DESCRIPTION
-----AMOUNT
-----DIRECT FUNDRAISING EXPENSES
ON PART I, LINE 9B

-120,142.

TOTAL

-120,142.
=====

WQED PITTSBURGH

25-1010296

FORM 990, PART IV-B - OTHER EXPENSES ON RETURN BUT NOT ON BOOKS

DESCRIPTION

AMOUNT

DIRECT FUNDRAISING EXPENSES
INCLUDED ON PART I, LINE 9B

-120,142.

TOTAL

-120,142.

STATEMENT 8

WQED PITTSBURGH

25-1010296

FORM 990, PART V - LIST OF OFFICERS, DIRECTORS, AND TRUSTEES

=====

NAME AND ADDRESS -----	TITLE AND TIME DEVOTED TO POSITION -----	COMPENSATION -----	CONTRIBUTIONS TO EMPLOYEE BENEFIT PLANS -----	EXPENSE ACCT AND OTHER ALLOWANCES -----
GEORGE L. MILES 4802 FIFTH AVENUE PITTSBURGH, PA 15213	CEO/PRES FULL	200,000.	34,727.	4,800.
NEIL B. MAHRER 4802 FIFTH AVENUE PITTSBURGH, PA 15213	EXC VP/COO FULL	145,000.	25,471.	43,008.
B.J. LEBER 4802 FIFTH AVENUE PITTSBURGH, PA 15213	SECRETARY FULL	116,250.	12,407.	3,600.
ROBERT F. PETRILLI 4802 FIFTH AVENUE PITTSBURGH, PA 15213	VP/TRE/CAO FULL	133,600.	14,072.	2,400.
JOANNE B FELICE 4802 FIFTH AVENUE PITTSBURGH, PA	CFO FULL	11,083.	86.	NONE
	GRAND TOTALS	----- 605,933. =====	----- 86,763. =====	----- 53,808. =====

WQED PITTSBURGH
EIN 25-1010296
YEAR ENDING 6/30/00

STATEMENT 9A

FORM 990. PART V

LIST OF DIRECTORS WITHOUT COMPENSATION, BENEFITS OR EXPENSE ACCOUNTS:

JAMES E. ABRAHAM PITTSBURGH, PA	ROBERT B. KNUTSON PITTSBURGH, PA
EVA T. BLUM PITTSBURGH, PA	DONALD C. KORB PITTSBURGH, PA
JO ANNE BOYLE PITTSBURGH, PA	CLAUDETTE R. LEWIS PITTSBURGH, PA
CAROLYN M. BYHAM PITTSBURGH, PA	WILLIAM K. LIEBERMAN PITTSBURGH, PA
HERBERT B. CONNER PITTSBURGH, PA	WENDY J. LOMICKA PITTSBURGH, PA
GWENDOLYN J. ELLIOTT PITTSBURGH, PA	LEON LYNCH PITTSBURGH, PA
MONA GENERETT PITTSBURGH, PA	W. THOMAS MCGOUGH, JR. PITTSBURGH, PA
BRENDA J. GREGG PITTSBURGH, PA	MARY LOU MCLAUGHLIN PITTSBURGH, PA
MARCIA GUMBERG PITTSBURGH, PA	DR. JOHN MURRAY PITTSBURGH, PA
DR. STANLEY J. HERMAN PITTSBURGH, PA	WILLIAM H. RACKOFF PITTSBURGH, PA
JOHN S. ISHERWOOD PITTSBURGH, PA	HERMAN L. REID, JR. PITTSBURGH, PA
DIANA R. JANNETTA PITTSBURGH, PA	ROBERT SHOOER PITTSBURGH, PA
JULIUS JONES PITTSBURGH, PA	D. JIN SONG PITTSBURGH, PA
RALPH KAISER PITTSBURGH, PA	WILLIAM WATERKOTTE PITTSBURGH, PA
LAWRENCE W. KAPLAN PITTSBURGH, PA	DAVID R. WILLIAMS PITTSBURGH, PA